CITY OF RENO – SPECIAL EVENT PROGRAM

New Event Sponsorship Rating Sheet

MARKETING, ADVERTISING AND PR – 3 TOTAL
1 point – Applicant has an active Social Media account.
1 point – Applicant can illustrate with a media partner or a media buy how they plan to create awareness about their new event.
1 point – Applicant has made partnerships with other event promoters to cross promote events in the City of Reno.
FINANCIAL – 2 TOTAL
1-2 points – Applicant illustrates what they will do with the budget that would have gone towards City services.
PROMOTIONAL CONSIDERATION – 2 TOTAL
1 point – Applicant can give the City of Reno special promotional consideration at their event, such as a booth, banner, tshirts or other presence at the event.
1 point - Applicant can give the City of Reno special promotional consideration at their event such as ad space in the event program, press releases, event collateral and website logo inclusion.
PREFERENCE – 3 TOTAL
1 point - Does event take place between October 15 and the end of the month of April?
1 point - Is the event free and open to the general public?
1 point – Does the event work to involve the University of Nevada in their event?
COMMUNITY SUPPORT – 4 TOTAL
1 to 2 points – Applicant has submitted a compelling presentation that explains the importance of their event in the area.

1 to 2 points – If the event has occurred before, can the applicant show how the event was a success, either with attendance, uniqueness of event or potential for event to grow.
POTENTIAL FOR GROWTH – 1 TOTAL
1 point - Does event have a realistic potential for growth and/or longevity?
Total Points: Total Possible Points: <u>15</u>
Applicant Name: Event:
Name of Judge: Date of Review:
Additional Comments: